

This newsletter is a collaboration between the Kentucky WIC Program and Lactation Improvement Network of Kentucky (LINK)



Breastfeeding Awareness Month ■ 2012

Kentucky Breastfeeding Newsletter



Kentucky Celebrates Breastfeeding Awareness Month

August is Breastfeeding Awareness Month in Kentucky, and the World Alliance for Breastfeeding Action (WABA) has declared August 1–7 to be World Breastfeeding Week. This year's theme is "Understanding the Past—Planning the Future." The theme celebrates the 20th World Breastfeeding Week and 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding.



**Understanding the Past -
Planning the Future:**
Celebrating 10 years of
WHO/UNICEF's Global Strategy
for Infant and Young Child Feeding

For more information on World Breastfeeding Week (WBW), please visit worldbreastfeedingweek.org. Click on the "downloads" page, where you can access the WBW calendar, poster, and action folder. In addition, the publisher of the *Journal of Midwifery & Women's Health* is offering free access to their special issue on breastfeeding. This information will be available on the downloads page until the end of August 2012.

In addition to the WABA materials, you may also want to visit the International Lactation Consultant Association (ILCA) website (www.ilca.org). La Leche League also has resources for WBW on their website: www.llusa.org/wbw.

August is also the 20th Annual Kentucky Breastfeeding Awareness Month. We will be celebrating with various events across the state, from the Big Latch On event in Bowling Green to the Breastfeeding Walk in Danville to the Rock and Relax at the Kentucky State Fair. For a list of additional Breastfeeding Month activities in Kentucky, please see "Important Dates" on page 6.

For more information, contact Marlene Goodlett at Marlene.Goodlett@ky.gov or (502) 564-3827 ext. 3612.

Happy 20th Anniversary, World Breastfeeding Week and Kentucky Breastfeeding Awareness Month!

Doraine Bailey, MA, IBCLC, RLC

Lexington-Fayette County Health Department

In 1992, the World Alliance for Breastfeeding Action (WABA) decided to create a worldwide celebration of breastfeeding. At the same time, Kentucky was participating in a federal grant to promote breastfeeding throughout the state. So a great and long-lasting collaboration was formed to protect, promote, and support breastfeeding!

Over the past 20 years, World Breastfeeding Week (WBW) has celebrated different aspects of breastfeeding, infant and young child feeding, and the social, cultural, and physical environment within which families breastfeed. Each year, WABA creates an Action Folder that outlines the issues surrounding the theme—you can view each annual folder at the WBW history website: www.worldbreastfeedingweek.net. Previous themes have included the Baby-Friendly Hospital Initiative (1992 and 2010), working mothers (1993), the environmental impact (1997), appropriate weaning/complementary foods (2005), women's rights (2000), the economic impact (1998), information technology and



1992—Rock and Relax at the Kentucky State Fair

resources (2001), skin-to-skin care (2007), breastfeeding in emergency/disaster situations (2009), and exclusive breastfeeding (2004).

Kentucky expanded the week into an entire month so that breastfeeding advocates would have more time for projects and activities. The premiere and longest-lasting event during August is the Rock and Relax at the Kentucky State Fair. Organized by Barbara Ruedel of the Louisville Department of Health and Wellness since 1992, the Rock and Relax area has become a focal point of the exhibition and a facility that fair organizers enthusiastically support. The popularity of Rock and Relax has resulted in similar, smaller facilities, often referred to as “Mother Nurture Portable Breastfeeding Rooms,” at county fairs and town celebrations across the state.

Other events and activities to celebrate breastfeeding over the years have included:

- Baby shower/health fair events, sometimes in collaboration with the county's Cooperative Extension Service, Babies R Us stores, local health departments, and local hospitals;

(Continued on page 3)



1992—Kentucky Breastfeeding Awareness Month Bulletin Board

(Continued from page 2)

- Displays of books and information in public libraries and bookstores;
- Walks sponsored by La Leche League and public health departments;
- Lectures and professional development conferences on breastfeeding for physicians, nurses, lactation consultants, and other health professionals;
- “Nurse-Ins” and “World Record” events that count the number of breastfeeding families;
- Information displays at hospitals, health departments, and other community partners; and
- Proclamations and news releases for local and statewide use.

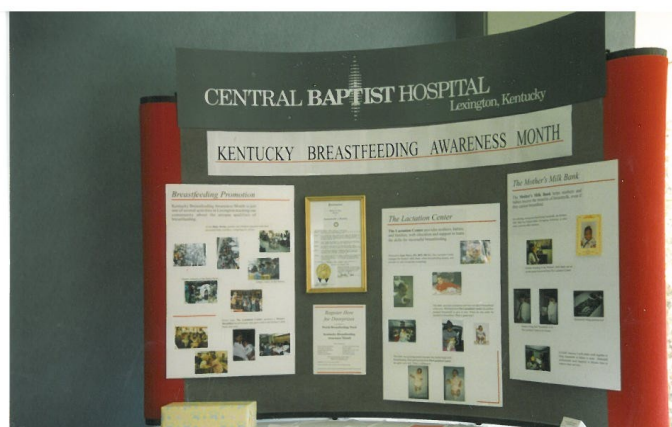
In 2011, the United States Breastfeeding Committee (USBC) worked with Congress to have August declared National Breastfeeding Month. The USBC will celebrate in 2012 with a social media campaign of daily posts about each of the actions described in the *Surgeon General’s Call to Action to Support Breastfeeding*. You can learn more about the “20 Actions in 20 Days” campaign at usbreastfeeding.org/nbm, twitter.com/usbreastfeeding, or at



1993—La Leche League World Walk for Breastfeeding in Lexington

facebook.com/usbreastfeeding. You can learn more about the *Surgeon General’s Call to Action* at www.surgeongeneral.gov/library/calls/breastfeeding/index.html.

To learn more about World Breastfeeding Week 2012, visit www.worldbreastfeedingweek.org. ILCA has also created many resources in their annual Action Kit, some of which can be downloaded free from their website, www.ilca.org.



1992—Breastfeeding Awareness Month Display at Central Baptist Hospital



1992—Breastfeeding Awareness Month Display at Joseph-Beth Bookstore

UK Chandler Hospital Selected for National Initiative to Increase Breastfeeding Rates

LEXINGTON, Ky. (June 26, 2012) – The University of Kentucky Albert B. Chandler Hospital has been selected to participate in Best Fed Beginnings, a first-of-its-kind national effort to significantly improve breastfeeding rates in states where rates are currently the lowest.

Although breastfeeding is one of the most effective preventive health measures for infants and mothers, half of US-born babies are given formula within the first week, and by nine months, only 31 percent of babies are breastfeeding at all. Best Fed Beginnings seeks to reverse these trends by dramatically increasing the number of U.S. hospitals implementing a proven model for maternity services that better supports a new mother's choice to breastfeed. The National Initiative for Children's Healthcare Quality (NICHQ) is leading the effort through a cooperative funding agreement with the Centers for Disease Control and Prevention (CDC), and will be working closely with Baby-Friendly USA, Inc.

"UK Chandler Hospital is delighted to have been chosen to participate in this important effort and to have the opportunity to improve our maternity care services to better support breastfeeding," said Dr. Rebecca Collins, newborn nursery director at UK. "We recognize that for women who plan to breastfeed, the hospital experience strongly influences a mother's ability to start and continue breastfeeding. We are committed to implementing evidence-based care through the Baby-Friendly designation process. This will ensure that mothers delivering in our facility who intend to breastfeed are fully supported."

In addition to UK Chandler Hospital, 89 other hospitals are participating in this initiative and were selected from 235 applicants. The groups will work together in a 22-month learning collaborative, using proven quality improvement methods to transform their maternity care services in pursuit of "Baby-Friendly" designation. This designation verifies that

a hospital has comprehensively implemented the American Academy of Pediatrics-endorsed Ten Steps to Successful Breastfeeding, as established in the WHO/UNICEF Baby-Friendly Hospital Initiative. Breastfeeding rates are higher and disparities in these rates are virtually eliminated in hospitals that achieve this status.

"We look forward to working with UK Chandler Hospital and congratulate them on their successful application," said Dr. Charlie Homer, president and CEO of NICHQ. "The large number of applications we received affirms the commitment of hospitals across our country to be part of a health care system that truly focuses on promoting health for women and infants. We are especially pleased that we received so many applications from hospitals in states where there are so few facilities with Baby-Friendly designation and from hospitals that serve populations of women who now are much less likely to breastfeed."

Breastfeeding has multiple health benefits for both infants and mothers. For infants, it decreases the incidence and severity of many infectious diseases, reduces infant mortality, and optimally supports neurodevelopment. It also decreases infants' risk of becoming obese later in childhood. For mothers, breastfeeding decreases the risks of breast and ovarian cancers, diabetes, rheumatoid arthritis, and cardiovascular disease.

Earlier in the year, UK Chandler Hospital became the first hospital in Lexington to implement "Kangaroo Care" practices, a special training program based on the widely held belief that "skin-to-skin" contact between mothers and infants promotes breastfeeding and bonding. The basic concept involves immediately placing a newborn chest down on the mother or father's bare chest, which generates warmth and provides access to breastfeeding for the mother. Results from this program have been overwhelmingly positive so far, according to UK staff.

Rock and Relax at the Kentucky State Fair

As part of Kentucky Breastfeeding Awareness Month, Louisville Metro Health and Wellness and Baptist Hospital East have offered the Rock and Relax area at the Kentucky State Fair for the last 20 years!

The Rock and Relax area provides mothers with a private place to feed, change, and rock their babies while raising awareness of the health benefits of breastfeeding. The staffing is provided by personnel from local health departments, the state health department, and Baptist East with approximately 50 volunteers putting in over 300 hours. Health experts are available to answer questions about breastfeeding and parenting.

Rock and Relax is open during the fair from 10:00 a.m. to 9:00 p.m. and is located in South Wing B as part of "Kids Biz."

If you would like to volunteer to work in the Rock and Relax area, please contact Barbara Ruedel at



Barbara.Ruedel@louisvilleky.gov. Shifts are from 10:00 a.m. to 3:30 p.m. and 3:30 p.m. to 9:00 p.m., with two volunteers per shift.

The Kentucky State Fair begins August 16, 2012, and continues through August 26, 2012, at Louisville's Kentucky Fair and Exposition Center.

2012 Regional Conferences

This year, the regional conferences kick off with the Western Kentucky Breastfeeding Conference on August 24, 2012, in Bowling Green, Kentucky. This year, the featured speaker will be Molly Pessl, BSN, IBCLC. Visit breastfeedinglink.org to view and download the conference brochure.

Next, the Kentuckiana Lactation Improvement Coalition (KLIC) will bring Kittie Frantz, RN, CPNP-PC, to Shepherdsville, Kentucky, on September 14, 2012. Registration and scholarship information can be found on the KLIC website at: www.klicbreastfeeding.org/annual-conference.

On September 27, 2012, Jennifer Thomas, MD, MPH, IBCLC, will be the featured speaker for the

Eastern Kentucky Breastfeeding Conference in London, Kentucky. Registration information will be available soon. Check breastfeedinglink.org for updates.

The Northern Kentucky Breastfeeding Conference, Lactation on the Levee, will also feature Jennifer Thomas, MD, MPH, IBCLC. Their conference will be held September 28, 2012, in Newport, Kentucky. Visit breastfeedinglink.org to view and download their conference brochure.

We encourage you to take advantage of these excellent educational opportunities.

Important Dates

August 3, 2012

Big Latch On

10:00 am

Bowling Green, KY

Louisville, KY

www.biglatchon.org

August 4, 2012

Big Latch On

10:00 am

Lexington, KY

Louisville, KY

Owensboro, KY

www.biglatchon.org

August 4, 2012

Breastfeeding Walk

8:00—10:00 am

Danville, KY

Elizabeth.Pope@ky.gov

August 4-6, 2012

USBC Conference

Arlington, VA

www.usbreastfeeding.org

August 7, 2012

Breastfeeding Picnic

4:30—7:00 pm

Frankfort, KY

SallyJ.Brunner@ky.gov

August 14, 2012

LINK State Plan Conference Call/CDC-USBC

Teleconference

12:30—3:00 Eastern

Please visit www.breastfeedinglink.org/meetings to find a location near you.

August 16-26, 2012

Rock and Relax at the Kentucky State Fair

Louisville, KY

www.kystatefair.org

August 24, 2012

Western Kentucky Breastfeeding Coalition Annual Conference

Bowling Green, KY

Speaker: Molly Pessl, BSN, IBCLC

Visit breastfeedinglink.org to view and download conference brochure.

September 14, 2012

Kentuckiana Lactation Improvement Coalition Annual Conference

Shepherdsville, KY

Speaker: Kittie Frantz, RN, CPNP-PC

Visit www.klicbreastfeeding.org for registration details.

September 24-28, 2012

CLC Course

Louisville, KY

www.healthychildren.cc

September 27, 2012

Eastern Kentucky Breastfeeding Conference

London, KY

Speaker: Jennifer Thomas, MD, MPH, IBCLC

Registration information will soon be available at breastfeedinglink.org.

September 28, 2012

Northern Kentucky Breastfeeding Conference

Newport, KY

Speaker: Jennifer Thomas, MD, MPH, IBCLC

Visit breastfeedinglink.org to view and download conference brochure.



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Women, Infants and Children.

